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The packaging 1 of the invention (figures 1 and 3) is intended in particular (but without being limited to this) for the case of products packaged for example in plastics or cellophane sheet so as to prevent an individual from handling the contents of the packaging without authorisation and without leaving a visible sign of this handling. This applies for example to compact discs 6, audio cassettes 20, etc. which are packaged in this manner so that an individual cannot damage the compact disc or cassette and cannot remove them and take them away fraudulently, leaving the empty case in place in order to conceal his fraudulent act.

If an individual currently wishes to listen to an extract from the disc or cassette, he must act as indicated in the preamble above.

To palliate this disadvantage (figure 1) the present invention proposes a packaging 1 which, in addition for example to a normal protective case 2 includes an electronic means 3 for broadcasting at least a sound and/or visual message and a control means 4 arranged to be operated from outside the packaging 1. An electronic broadcasting means 3, in the case of a sound message, is shown in figure 2.

The electronic broadcasting means 3 of figure 2 is mounted on a plate 5 the dimensions of which are selected so that this plate can be inserted in the normal case 2 of a compact disc 6, preferably between a lateral wall 7 of the case 2 and a plate 8 mounted as usual in this and intended to support the disc 6 by a known fixed hub 9, formed by a recess 9a in this plate 8 towards the inside of the case 1 (seen from the wall 7).

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The plate 5 of figure 2 can be of the type with a printed circuit and include for example, to store a sound message, an integrated circuit 10 of the type ISD 2560G or ISD 1420 manufactured by the company "ISD" and sold on the Belgian market by the company RODELCO, Avenue de Limbourg Stirum, 243 to 1780 Wemmel, Belgium.. Such an integrated circuit 10 permits recording of one or more sound messages of for example 60, 75, or 90 seconds in all and, although designed for voice recordings, proves able to record and reproduce music. Of course, other integrated circuits such as those which reproduce a voice and/or synthesized music can also be used. Moreover, for messages of longer duration, two or more integrated circuits 10 can be arranged in a corresponding manner by the man skilled in the art.

To power the integrated circuit 10, the man skilled in the art knows the electronic elements to select to complete the circuit of the plate 5. Thus, two power supply batteries 11 (11a and 11b) (reference CR 2025 or CR 2430) are connected in series by the control means 4 (shown diagrammatically in figure 2) composed for example of two elastic plates 12a and 12b to be placed in contact by pressure. The positive pole of the battery 11a is connected to a terminal of a 22 μ F/10 V capacitor 13, to a terminal of a 10 k Ω resistance 14 and to two pins of the integrated circuit 10. The other terminal of the capacitor 13 is connected to six pins of the integrated circuit 10 and to the negative pole of the battery 11b. The other terminal of the resistance 14 is connected to a pin of the integrated circuit 10 and to a terminal of a 10 k Ω resistance 15 the other terminal of which is connected to a pin of the integrated circuit 10. All the

pins of the integrated circuit 10 used in the present example are represented by equidistant lines and are orientated relative to the known reference notch; they do not therefore need to be further described to the man skilled in the art.

Practically at the centre of the plate 5, is advantageously installed a converter 16 of electrical signals into sounds. This converter 16 can consist for example of the internal part of "personal stereo" ("Walkman") headphones. The converter 16 is supplied by two wires 17 (17a, 17b) connected to two pins of the integrated circuit 10, via a 15 Ω resistance 18 for the wire 17b and directly for the wire 17a.

The plate 5 is advantageously so formed as to be able to be incorporated in the case 2 without this having to be modified at all.

The plate 5 is installed in the packaging 1 in the present embodiment. Moreover, in this case the control means 4 is arranged on the plate 5 and is therefore also in the packaging 1.

For example, one of the elastic plates 12a of the control means 4 made in the form of a plate switch is arranged to bear against the lateral wall 7 of the case 2 when the plate 5 is placed in this and when the plate 8 is fixed in its position for reception of a disc in the case 2.

The plate 12a then has the function of a pressure operation organ and the other plate 12b is so arranged on the plate 5 that, when the lateral wall 7 which is by its nature elastically deformable is pressed towards the inside of the case, it pushes the pressure operation

organ or plate 12a until it enters into contact with the plate 12b and closes the supply circuit of the integrated circuit 10 so as to, for example, start reproduction of the sound message either only during the closure time of the circuit or for the full duration of the message after a closure pulse of the circuit.

The position of the converter 16 as indicated above is advantageously selected for this to be housed in the above-mentioned recess 9a.

Similarly, the organ for pressure operation 12a is advantageously arranged on the plate 5 so as to be situated in the proximity of this recess 9a in the state mounted in the packaging 1 in accordance with figure 1.

Thus, when an individual informed of how to handle the packaging 1 applies this against his ear, with the recess 9a facing this, and when he presses the packaging 1 against his ear, pressing one of the lateral walls 7 or 19 of this against it by an action on the other lateral wall 19 or 7, at least the wall 7 is deformed and operates the control organs 12a. In fact, the two walls 19 and 7 are deformed and press one against the other the plate 8 and the plate 5 and therefore the pressure operation organ 12a against the plate 12b.

Elements protruding from the electronic broadcasting means 3, for example the integrated circuit 10 and the batteries 11, are so arranged on the plate 5 as to be situated in free spaces in the protective case 2, as in a recess existing along an edge of the plate 8, preferably without it being necessary to make modifications to this case 2.

The present invention has been described up to this point in the case of sound signals. It is obvious that with the miniaturisation of current electronic means, messages can also be visual and/or sound. Visual display screens of small size can be obtained and the control circuits of these screens can be integrated in cases and/or packagings.

10 The integrated circuit 10 or memory 10 containing the message to be broadcast can be selected from those having a non-volatile or volatile memory. In this last case, a message can advantageously be erased to be replaced by another. Thus a plate 5 can be recovered if it has not
15 been used for the message which it firstly contained.

In addition to powering by the batteries 11, optionally in combination with these, use can be made of other sources such as rechargeable batteries, solar cells, etc., or an energy reception circuit tuned to a frequency
20 for transmission of electrical energy from a transmitter of electrical energy by electromagnetic waves. These other sources can also be combined with each other and their number can vary according to need.

25 The plate 5 of figure 2 can also be used, or arranged for this purpose, in cases for two compact discs 6 carried on the two faces of the plate 8, or in cases 2 with two lids for two discs, etc..

30 Figures 3 and 4 show an example embodiment of the invention in the case of audio cassettes 20 and a sound message.

In this case, the plate 5 has dimensions and openings permitting its insertion in a protective case 2 of the usual type, between a lateral wall 7 of this case 2 and a standard audio cassette 20.

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In addition to two holes 21 corresponding to the axes of the reels of the cassette 20 and to protrusions of the cover of the protective case 2 arranged to enter the holes in the reels, the plate 5 for example includes, like the plate 5 of figure 2, two batteries 11 (11a and 11b) of the type CR 2025 or CR 2016, an integrated circuit 10 of the type ISD 2560G or ISD 1420 or ISD 1020 and a converter 16 of electrical signals into sound. Given the various possibilities for the integrated circuits 10, the wiring of the present plate can be as follows. The batteries 11a, 11b are mounted in series. A broadcasting control means 4, of the type of a plate switch, connects the negative pole of the battery 11a to a terminal of a 22 μ F/10 V capacitor 13, to six pins of the integrated circuit 10 and to the terminals of two resistances 14 and 15 in parallel, each of a value of 10 k Ω . The other terminal of the resistance 14 is connected to the positive pole of the battery 11b which is also connected to two pins of the integrated circuit 10 and to the other terminal of the capacitor 13. The other terminal of the resistance 15 is connected to a pin of the integrated circuit 10. The converter 16, which can be of the same type as in the case of the example of figure 2, is supplied with power by two wires 17 (17a, 17b) connected to two pins of the integrated circuit 10 via a 15 Ω resistance 18 for the wire 17b and directly for the wire 17a.

The control means 4 is again arranged, for example on the plate 5, so that it can be operated by pressing one towards the other lateral walls 7 and 19 of the case 2 in which a cassette and the plate 5 are located side by side.

Elements protruding from the electronic broadcasting means 3 are so arranged on the plate 5 as to be situated in the free spaces between a wall of the recording cassette 20 and a corresponding wall 7, 19 of the protective case 2.

The packaging 1 described above can be adapted, optionally by adaptation of the corresponding protective case, to any other type of video, and/or audio, computer, etc. recording support.

The plate 5 can optionally replace the usual printed cardboard in packagings 1 for audio recordings and can then be printed on a face visible through the wall 7 (figure 1) and not provided with elements forming broadcasting means 3. The plate 5 can then include (figure 1) a raised edge or edges 30 bearing printed information visible on an edge or edges of the case 2.

In a particular embodiment of the invention, the above electronic broadcasting means 3 can include, instead of the memory 10 or in addition to it, a radio receiver and/or, where required, a video receiver (not shown) tuned to at least one particular frequency of a radio and/or video transmitter, for example installed in a shop which wishes to add to and personalise the recorded message, during the presence of this packaging in the shop.

There are cases in which the electronic broadcasting 3
and broadcasting control 4 means can be fixed to the
outside of the packaging 1, for example in the case of
5 packagings 1 remaining in an enclosed area in which they
would be handled in the absence of sufficient light to
read the information on them (for example in a dark room
for photographic development) or be handled by those who
are visually impaired.

10 In the case of a video broadcast, a flat video screen
(not shown) of the electronic broadcasting means 3 is
advantageously arranged in the packaging 1, optionally in
the protective case 2, opposite a transparent portion of
15 the packaging 1, in order to be under cover but visible
from the outside.

The broadcasting control means 4 mentioned above can be
of any suitable type, as for example of the type of a
20 capacitive or resistive button.

The integrated circuit 10 can be detachably installed in
a socket fixed to the plate 5 in such a manner as to
allow additional flexibility on exchange of messages.

25 It must be understood that the invention is in no way
limited to the embodiments described and that many
modifications can be made to these without departing from
the scope of the present invention.

30 For example, a plurality of messages can be stored in the
integrated circuit 10 and can be selectively started by
actuation by presses on the control means 4: one press
for a first message, two presses for a second message,

etc., or else a first press starts a first message, a second press a second message, etc. up to a last message to then return to the first message.

- 5 The message or messages of the integrated circuit 10 can be erased and replaced by simple means, known to the man skilled in the art and not requiring removal of the integrated circuit 10.

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